

All RNNs California Statewide						
Reach of Channel Utilization for Federal Fiscal Year 05						
Channels utilized for services provided						
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
<b>RNN CONTRACTS</b>	<b>11</b>	<b>100%</b>	<b>11</b>	<b>100%</b>	<b>11</b>	<b>100%</b>
<b>CHANNELS</b>						
Community Clinics	7	64%	7	64%	7	64%
Community Youth Organizations	11	100%	11	100%	11	100%
Faith/Church	5	45%	6	55%	6	50%
Farmers' Markets/Flea Markets	11	100%	11	100%	11	100%
Festivals	10	91%	10	91%	10	91%
Food Closets/Food Pantries	6	55%	6	55%	6	55%
Food Stamp Offices	6	55%	7	64%	7	59%
Grocery Stores/Supermarkets	11	100%	10	91%	11	95%
Head Start	7	64%	7	64%	7	64%
Healthcare Facilities	5	45%	5	45%	5	45%
Healthy Start/First Five Commissions	6	55%	6	55%	6	55%
Indian Tribal Organizations	5	45%	4	36%	5	41%
Internet/Web	8	73%	9	82%	9	77%
Other Community Based Organizations	7	64%	9	82%	8	73%
Parks, Recreation Centers	9	82%	11	100%	10	91%
Print	10	91%	10	91%	10	91%
Public Health Department	10	91%	11	100%	11	95%
Radio	9	82%	11	100%	10	91%
Restaurants/Diners/Catering Trucks	4	36%	7	64%	6	50%
Schools (K-12)/School Districts	11	100%	11	100%	11	100%
Senior Centers	2	18%	4	36%	3	27%
Soup Kitchens/Congregate Meal Sites	3	27%	4	36%	4	32%
Television	8	73%	8	73%	8	73%
Universities, Community Colleges	6	55%	6	55%	6	55%
University California Cooperative Extensions	9	82%	11	100%	10	91%
Web/Other Media	4	36%	8	73%	6	55%
WIC Sites	9	82%	10	91%	10	86%
Worksites/Employers/Labor Groups	5	45%	8	73%	7	59%
Other	0	0%	0	0%	0	0%
<b>RNN TOTALS</b>						

**All RNNs California Statewide**  
**Reach of Media Advertising Efforts for Federal Fiscal Year 05**

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>RNN CONTRACTS</b>	<b>11</b>		<b>11</b>			
<b>TV</b>						
paid TV ads	4	11,125,000	3	10,383,840	7	21,508,840
free TV ads	1	165,000	1	5,610,000	2	5,775,000
<b>Radio</b>						
paid radio ads	3	1,176,501	2	5,000,004	5	6,176,505
free radio ads	0	0	5	12,235,219	5	12,235,219
<b>Print</b>						
paid ads placed	2	30,500	8	235,010	10	265,510
<b>Outdoor</b>						
paid ads placed on billboards, bus stops, or other outdoor advertising	1	48,000	2	9,135,404	3	9,183,404
<b>RNN TOTALS</b>	<b>11</b>	<b>12,545,001</b>	<b>21</b>	<b>42,599,477</b>	<b>32</b>	<b>55,144,478</b>

Consumer Impressions may be duplicated counts

**All RNNs California Statewide**  
**Reach of Public Relation Efforts for Federal Fiscal Year 05**

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>RNN CONTRACTS</b>	<b>11</b>		<b>11</b>			
<b>TV</b>						
# Agencies that submitted media alerts or tip sheets to TV	5	n/c	8	n/c	13	n/c
# Media alerts or tip sheets submitted	225	n/c	325	n/c	550	n/c
# Agencies that submitted press releases	5	n/c	7	n/c	12	n/c
# press releases submitted	278	n/c	108	n/c	386	n/c
TV stories aired from releases	17	n/c	34	n/c	51	n/c
Total TV interviews conducted	18	n/c	47	n/c	65	n/c
TV stories from interviews	24	23,579,100	40	29,657,750	64	53,236,850
<b>Total number of TV inputs</b>	<b>572</b>	<b>23,579,100</b>	<b>569</b>	<b>29,657,750</b>	<b>1,141</b>	<b>53,236,850</b>
<b>Radio</b>						
# Agencies that submitted media tip sheets to radio	3	n/c	8	n/c	11	n/c
# Media alerts or tip sheets submitted	223	n/c	125	n/c	348	n/c
# Agencies that submitted press releases	1	n/c	5	n/c	6	n/c
# Press releases submitted to radio	2	n/c	96	n/c	98	n/c
Radio Stories from releases	4	n/c	21	n/c	25	n/c
Total # radio interviews conducted	7	n/c	26	n/c	33	n/c
Total # radio interviews aired	9	200,800	29	5,055,800	38	5,256,600
<b>Total number of radio inputs</b>	<b>249</b>	<b>200,800</b>	<b>310</b>	<b>5,055,800</b>	<b>559</b>	<b>5,256,600</b>
<b>Print</b>						
# Agencies that submitted any tip sheets to newspaper	7	n/c	9	n/c	16	n/c
# Media alerts or tip sheets submitted	51	n/c	492	n/c	543	n/c
# Agencies that submitted press releases	6	n/c	11	n/c	17	n/c
# Press releases submitted to print	98	n/c	508	n/c	606	n/c
Total print stories printed	24	2,695,755	34	3,540,658	58	6,236,413
Interviews with print outlets	7	n/c	38	n/c	45	n/c
Print Stories from interviews	11	3,693,750	32	9,199,670	43	n/c
<b>Total number of print inputs</b>	<b>204</b>	<b>6,389,505</b>	<b>1,124</b>	<b>12,740,328</b>	<b>1,328</b>	<b>6,236,413</b>
<b>RNN TOTALS</b>	<b>1,025</b>	<b>30,169,405</b>	<b>2,003</b>	<b>47,453,878</b>	<b>3,028</b>	<b>64,729,863</b>

n/c = not collected

Consumer Impressions may be duplicated counts

**All RNNs California Statewide**  
**Reach of Media Advocacy Efforts for Federal Fiscal Year 05**

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>RNN CONTRACTS</b>	<b>11</b>		<b>11</b>			
# Feature Articles Submitted	17	n/c	46	n/c	63	n/c
Total Feature Stories Run	17	5,047,000	30	7,697,300	47	12,744,300
# Letters to Editor Submitted	5	n/c	15	n/c	20	n/c
Total Letters to the Editor Run	3	1,327,700	14	1,973,840	17	3,301,540
Total Editorial Board Meetings Attended	0	n/c	0	n/c	0	n/c
<b>RNN TOTAL</b>	<b>42</b>	<b>6,374,700</b>	<b>105</b>	<b>9,671,140</b>	<b>147</b>	<b>16,045,840</b>

n/c = not collected

Consumer Impressions may be duplicated counts

**All RNNs California Statewide**  
**Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)**

Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

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All RNNs California Statewide  
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

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All RNNs California Statewide  
Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 4)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

[illegible]





All RNNs California Statewide  
Reach Personal Sales for Federal Fiscal Year 05 (Page 3 of 4)

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All RNNs California Statewide  
Reach Personal Sales for Federal Fiscal Year 05 (Page 4 of 4)

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All RNNs California Statewide  
Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Policy Change	Average Percent of Agencies
RNN CONTRACTS	11	100%	11	100%	11	100%
ENVIRONMENT						
Developed and maintained partnerships to work towards environmental change	10	91%	11	100%	11	95%
Developed/maintained school or community garden	5	45%	4	36%	5	41%
Encouraged restaurants and grocery stores to carry culturally appropriate foods and healthier choices	5	45%	6	55%	6	50%
Improved access and appearance of stairwells	2	18%	2	18%	2	18%
Improved food choices in cafeterias and worksites	6	55%	7	64%	7	59%
Improved transportation to and from markets	0	0%	1	9%	1	5%
Increased daily nutrition announcements, tips and posters in schools and worksites	8	73%	7	64%	8	68%
Increased distribution and access to fruits and vegetables in local stores	3	27%	3	27%	3	27%
Increased fruits and vegetables at group functions	10	91%	10	91%	10	91%
Increased lighting, paths, times to promote biking and walking	1	9%	4	36%	3	23%
Increased promotion of and access to information for federal food assistance programs	8	73%	10	91%	9	82%
Initiated/Implemented farmers' market, coop, CSA or other ag. related environmental change	3	27%	5	45%	4	36%
Initiated/Implemented school salad bar program	5	45%	4	36%	5	41%
Limited access to high fat milk products	3	27%	2	18%	3	23%
Limited access to soda	7	64%	7	64%	7	64%
Limited access to unhealthy foods	7	64%	6	55%	7	59%
Made healthy snack carts available	5	45%	4	36%	5	41%
Replaced vending machine choices with healthier foods	7	64%	9	82%	8	73%

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Policy, Systems & Environment changes continue on the next page.

**All RNNs California Statewide**  
**Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 2 of 2)**

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Policy Change	Average Percent of Agencies
<b>RNN CONTRACTS</b>	<b>11</b>	<b>100%</b>	<b>11</b>	<b>100%</b>	<b>11</b>	<b>100%</b>
<b>POLICY</b>						
Adopt local policies that require sidewalks, bike paths and safe routes	6	55%	5	45%	6	50%
Establish policies that make after school programs are available and promote nutrition and physical activity	4	36%	5	45%	5	41%
Established commercial free schools	6	55%	4	36%	5	45%
Established policies about serving healthier foods at meetings or event	8	73%	8	73%	8	73%
Established policies regarding food stamps, food security or food banks	7	64%	6	55%	7	59%
Established policies that decreased unhealthy foods and beverages at schools	6	55%	7	64%	7	59%
Established policies that ensure implementation of physical education in K-12	5	45%	6	55%	6	50%
Established policies that require at least 50% of food in school food service are healthy options	9	82%	10	91%	10	86%
Established policies to encourage development of healthy food vendors	4	36%	7	64%	6	50%
Ratified rules to promote physical activity	2	18%	3	27%	3	23%
Worked with Farmers' Markets to increase participation in food assistance programs	10	91%	8	73%	9	82%
Worked with groups for policy agenda	9	82%	10	91%	10	86%
<b>RNN TOTALS</b>						

